

# HASTINGS GOLD LEAF

SPRING, 1952

Devoted to the Interests of All Gold Leaf Users and the Dealers and Sales People Who Serve Them.

PACK 26, BOOK 1

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## On Top of Fuel Comes Service!

A Story of how a Sign Artist has Serviced  
one client for over 20 years

Nearly seventy-five years ago the Jones Estate was established in Aldan, near Clifton Heights, Pennsylvania. Because of the high quality of their coal, their fuel oil and their extra emphasis on *service*, they have become one of the outstanding fuel dealers in this section.

Their equipment is ultra modern; their loaders, conveyors and storage bins are the latest and most up-to-date. Their oil storage tanks shine in the sun. The uniforms of their many workers are neat and trim, their caps jaunty, and the whole place is clean.

Their personnel—drivers, loaders, their office help, all are above average which well fits into the picture of a clean-cut aggressive organization.

Everything about the place speaks of quality and in keeping with the rest of that picture, you should see their fleet of trucks, kept in perfect mechanical operation and appearance. What more could be expected than that all the lettering on all of these trucks are of gold leaf; reflecting the quality theme of the management. And here's what an enterprising sign artist by the name of

Al Barlett did about it. But let us have Al tell you his story in his own words.

"Because of their high quality coal, fuel oil and complete heating service, they have had me, for over twenty years now, design and letter their fleet in Hastings' Gold Leaf. The satin burnished Hastings' Gold Leaf letters range in size up to 12" on the coal trucks and up to 16" on the oil trucks. They are outlined in red and light blue on a dark green body with red chassis. I also used Hastings' Synthetic Quick Gold Size.

"I have been a consistent user of your gold leaf since 1921 and I can truthfully say that it has been the 'never fail gold leaf' for me."

Yes, Al has had a good customer for over 20 years in Jones, but Jones has a mighty good man in Al, for he is just as resourceful, aggressive and demanding of quality as is the Jones Estate. His work proves it.

REMEMBER—there's truck business to be had for those who go after it and you all know how profitable it is! Also, remember, that with over 8,000,000 trucks on the road today, there's 8,000,000 chances to turn over a mighty nice pile of dollars. Nice thought, eh?

## THE GOLDEN LION

In the happy year 1928, the famous British Club of Rhode Island decided to picture Great Britain's coat of arms in fitting fashion and selected one of Rhode Island's most respected craftsmen, Colin H. Palmer of Stevens, the Sign Man Shop of Providence, to do the job in pure gold.

Twenty-three years later, the sign, in very bad repair was taken down to be reconditioned and, to quote Mr. Frank C. Goodwin, Business Manager of Sign and Pictorial Painters, Local 729 A. F. of L., "the gold leaf still showed unbroken surface—a testimonial to the durability and quality of the gold leaf."

We think this job was a testimonial not only to the gold leaf used, but it was also a testimonial to the craftsmanship of the man that did the job originally. Incidentally, the gold leaf used was Hastings.

You can use this case history to help you sell more gold sign jobs. Show your prospects this article. It's convincing—it tells a story of quality and long life.



## Welcome Home

In our last issue, we urged you to send in your gold waste and cotton for recovery — said we'd pay you for it. Many took immediate action with the resultant profit to them.

Every Gilder should save his gold waste carefully. It's surprising how it mounts in a short time. Keep it coming! It means \$\$ to you! Put your name please on the inside as well as the outside of your package.



132 Years of Experience

This is the 74th issue of

## HASTINGS XX-TRA

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*Hastings & Co., Inc., was founded in 1820 by Dr. John Hastings and has continued for over 131 years in the control of the Hastings family.*

PACK 26 SPRING, 1952 BOOK 1

**Gilder's Tip**

### STONE OR MARBLE

When gilding on stone or marble it is necessary to stop the suction before sizing. Do this by one or two coats of shellac or varnish. Then, put on one coat of quick, hard-drying color. Size with "slow" oil size and gild the same as you would any other surface work.

### PLASTER

Of utmost importance is that the plaster must be thoroughly seasoned, dry, hard and free from alkali or free lime. It should then be first-coated with a standard make of pigmented wall primer and sealer. When this coat is dry, slow-drying oil gold size may be applied and the leaf laid when the gold size has reached the proper tack.

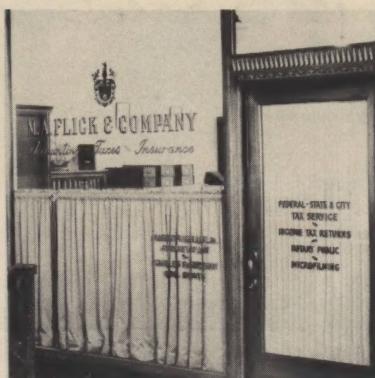


## Pierre Grill

*A Restaurant of Rare Charm and Distinction  
Where the Accent is on good food—"and decoration"*

Edgar Miller, American artist, created the murals and coordinated columns in the Pierre Grill. Perhaps you've seen them. He created them in his own medium by covering each canvas with seven coats of vermillion red and leafing it with layers of gold, silver, aluminum and bronze. Their subject is, appropriately, Thanksgiving with the accent on food.

Mr. Miller's technique is unusual and should be seen to be appreciated. So is the Pierre's Food. If you're in New York, drop in and sample the cuisine and the murals. You'll get a kick out of both of them, and we add with pride, you'll see an excellent use of Hastings' Gold Leaf.



## UTILITY AND BEAUTY

N. A. Flick & Company, Auditing, Taxes and Insurance, with offices at 1617 Pennsylvania Boulevard, Philadelphia, Penna., believes in a dignified but dominant recognition.

Their window sign, as pictured, rendered by Alex Larmour, also of Philadelphia, includes an attractive coat of arms, the body green, the circles within the shield white with black letters, the rest in gold leaf.

The lettering on the window and door is done in regular fashion. Here's where Mr. Larmour really clicked. In selling an office lettering job, imagination adds beauty to the job—dollars in your pocket.



## GOLD LEAF IN ROLLS

In our last issue on page 2 we displayed the above picture and stated that Gold Leaf in Rolls was fast becoming the choice of many expert craftsmen for faster gilding.

We would like to call your attention to St. Mary's Baldachin pictured on the next page. It's a splendid example of wood carving—and Roll gold was used for the major portion of the work.

We'd like to repeat some of the highlights in our previous article.

One of the outstanding and little thought of features of Gold Leaf in Rolls is the elimination of one-half of the "lap" problem. In figuring covering capacity, it is only necessary to figure the loss in lapping on one side of the roll. The laps are already made in the manufacture of the roll. The actual covering capacity of a 1" roll, 67' long (all rolls are standard with 67 lineal feet of gold per roll) is a little over 5½ square feet. With rolls available up to 3¾" in width, it is a simple matter to figure the number of rolls required for any job.

Your dealer can give you speedy service on any width not regularly stocked.



## AND NOW—DIGNITY

This photograph shows the beautiful Baldachin over the altar of St. Mary's Church, Hudson Falls, New York.

Completed in 1948, the wood carving was done by Louis Lualdi, Inc., of Cambridge, Mass., and he in turn, sublet the gilding job to Lewis E. Perry's Sons Co. of Boston, Mass.

Some Pack Gold was used but the major portion of the work was done with Roll Gold.

The Baldachin which is about 18 feet high and nine feet wide is an excellent example of wood carving whose delicacy and dignity are enhanced by the deft application of gold. Its burnished beauty is also dignified by unobtrusive application of artificial lighting.

Hastings' Gold, we might add, was used in this work and the above photograph will be permanently kept in the Hastings' file as a record of a project we are proud to have had a hand in.

## DEAL WITH YOUR DEALER FOR ALL YOUR DECORATING NEEDS

Any dealer who handles Hastings is a good man to deal with, for he represents the best in the field of decorating materials, all kinds.

He was chosen because he is a man with whom we're proud to be associated and because he handles the best at fair prices. Call him for all your needs.



General Outdoor Ads Co.

## Outstanding General Outdoor

When General Outdoor puts out, they really put out and here's a good example—a pip of a sign created for Marshall Field and Company of Chicago, landscaped and seen by traffic along Chicago's Outer Drive and Sheridan Road.

It features "Your Wonderful World of Fashion" in white against a dark green background and the name "Marshall Field and Company" is in Spanjer raised wood letters gilded with Hastings' Gold Leaf. At night, the spectacular display is illuminated by ten 1,000 watt flood-lights. Another good example to follow for gold and color combinations. The sign has a personality all its own.



## THE FOURTH GENERATION

When "Johnny came marching in" it wasn't through the front door! No, that's not the way we do things at Hastings, for although John Hastings is one of the family, in fact the fourth John Hastings in the business, his present position of Vice President of the company was won the hard way and here's the picture that proves it.

For every man in a trusted position in Hastings & Company, Inc., must win his spurs through a thorough knowledge of every phase of the business, from the purchasing of raw materials through their manufacture to their ultimate use.

And we know you'd have it this way, because it's one of the reasons why Hastings & Co., Inc., founded in 1820, is one of the oldest and most respected business houses in the country.



## 30 Year Club

Here's a list of some more new members of our mythical 30 year club. The names listed below are those who have been users of Hastings Products for 30-49 years. Some are almost eligible for the 50 year Club. Send in your names, men—we'd like to hear from you.

J. R. REAMER  
West Lafayette, Ohio

JOHN P. BOGERT  
Elgin, Illinois

IRWIN C. GEORGE  
Winona, Minnesota

F. ARGYLE STRIPP  
Attica, New York

### Senior Members

WALT PLAYER  
Inwood, Long Island, N. Y.

F. C. LAWRENCE  
Manchester, New Hampshire

## 50 Year Club

The first three men named walked into our Philadelphia office at one time. They totaled 168 years worth of enthusiastic gold leaf users. The last man named represents 69 years.

A. S. CELLA  
28 N. 5th Street, Philadelphia

GEORGE R. ANDREWS  
603 Callowhill St., Philadelphia

JOHN G. ORLER  
33 S. 7th St., Philadelphia

A. B. GAINES  
P. O. Box 407, Gaffney, S. C.

FROM  
THE  
MAIL  
BAG



Mr. A. B. Gaines of Gaffney, S. C., 88 years old, tells us that although he's too old to go out on sign work, he has a shop in his back yard and is still "alive and kicking a little." He reads the XX-tra "with joy" and is a senior member of our 50 year club. We wrote him that in another year we'd have to start a *70 Year Club!* Boy, we sure hope so! 70 years! My, oh my!



When Charles A. Curtis, Jr., wrote in ordering more imprinted blotters, he also added that "We wouldn't think of using anything else but Hastings' Gold Leaf." Thank you, Mr. Curtis, for those kind words. We love 'em.



"Cover to cover" reader F. A. Schenck of Columbus, Ohio, tells us he not only finds Hastings' XX-tra "very interesting," but that he wants some truck blotters, says he got business from post cards—now he wants blotters. Thanks fellow! We try to make XX-tra interesting and informative. Your kind of letter sure helps.



Walter Steilberg, consulting architect from Berkeley, California, writes us that he "specified Hastings for the gold lettering of the International House at the University of California four years ago and that although it was applied to relatively 'green' concrete, the lettering shows no signs of deterioration." Green or no green, Mr. Steilberg, we hope it lasts 104 years! Thanks for writing us.



"In 1947," writes Walter Player, "I had the pleasure — gilding the dome on our high school, 85 feet up, working on an 11 inch ledge. It shines like a beacon." This is mighty interesting, but far more so is the fact that Walter Player is in his middle 60's. Keep it up youngster! When the writer is in his middle 60's, he'll be happy to get off the ground at all!



Morris Hicks of Holyoke, Mass., is one of the many who has begun to send in his "waste gold." He writes "Under separate cover, we are mailing our waste gold. Kindly send check. Thank you for past favors and we'll continue to use your fine Gold Leaf as I have for the past twenty-five years." We congratulate you, sir, on your knowledge of Gold Leaf and the value of saving your gold waste.

## DESIGNED TO HELP YOU SELL

3 Colored Blotters  
Yellow, Red and Black

QUANTITY	PLAIN	IMPRINTED
100	\$3.00	\$4.00
200	5.00	6.50
300	7.00	9.00

This is just one of our Sign Painters helps. We'll be glad to send you samples of others in stock. Just drop us a line.

We had quite a response to our last issue when literally thousands of post cards and blotters, designed to help you sell, were purchased at cost for your prospects and customers. We also had quite a number of requests for a truck lettering blotter. Here 'tis. It's attractive, in three colors—red, black and yellow.

*Order some today—they'll do a job for you.*

Peter D. Giudice of Queens Village, New York, complains "We feel as though we've lost a good friend." What do you know? Somebody crooked his copy of Gilders' Tips "which was among our prize collection." Wanted another copy and wanted to mail his check for it. We sent him a copy at once, *free of charge*, of course. It's nice to know, Mr. Giudice, that your copy of Gilders' Tips meant so much to you. Thanks for writing.



Here's a man who stays North in the Summer and goes South in the Winter, but wherever he goes, he takes Hastings' Gold Leaf with him, and wanted us to send the Hastings' XXtra to him at his Winter location. And so we did. His name is F. Argyle Stripp of Attica, New York. He specializes in gold leafing antiques, and hotel work. Thanks for your praise of Gilders' Tips and your loyalty to Hastings' products and Hastings' XXtra, Mr. Stripp.



Mr. George Koscak of Kenosha, Wisconsin, used to work for another sign painter where he used Hastings Gold Leaf for many years. Now he's opened up a sign shop of his own. He acquired all the usual equipment necessary for such a step, plus a good location. But something was lacking! You guessed it—a copy of Gilders' Tips. So he wrote asking for one just in case he needed some of the information included therein. We're glad to send it to you, Mr. George Koscak, and hope you'll find it useful.

We have a letter from Mrs. Harry V. Holder of Denver, Colorado, stating that one of the most recent jobs done by her husband was to "letter the new Customs Building with Hastings' Gold Leaf from top to bottom." He didn't want to send us pictures of the work because he thought we might think he was "bragging" and wondered if we could use interior pictures. We sure can, Mrs. Holder, and this goes for all the rest of you expert sign painters. We want all we can get—some of them are bound to fit into the picture. So send them in with a description and history of the jobs done. Thanks, Mrs. Holder, for bringing up a subject we took for granted. We want your cooperation and help to keep XXtra interesting.



Mr. J. G. Reamer of West Lafayette, Ohio, writes us about a job he did over 30 years ago, surface gilding on the interior of a building. He states "Only about two years ago was this, my first job, obliterated due to the fact that the occupants of the building changed and the woodwork was painted. My policy has always been to use only the best of materials—and know it pays. Have never used any gold leaf but Hastings'." Letters like this one sure make us strive to maintain and improve the quality of our product. We can't let a man like Reamer down.



The consensus of opinion seems to be that our "Gilders' Tips" is helpful. Wish we could list all the kind words said about it but space won't allow it. Also thanks to all of you for your many letters praising our XX-tra.